

## Message Text

UNCLASSIFIED

PAGE 01 SANA 01011 150854Z  
ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 /019 W  
-----151010Z 036375 /20  
R 150600Z MAR 77  
FM AMEMBASSY SANA  
TO SECSTATE WASHDC 657  
USDOC WASHDC

UNCLAS SANA 1011

USDOC FOR CAGNE

FOR NEA/ARP

E.O. 11652: N/A  
TAGS H BTIO, ETRD, YE  
SUBJECT: INCREASING SALES OPPORTUNITIES IN YEMEN

1. EMBASSY BELIEVES IT USEFUL TO FLAG FOR CAGNE WHAT SEEMS TO BE SIGNS OF IMMINENT MAJOR INCREASE IN IMPORTS BY YEMEN. LOCAL HOTELS ALL HAVE NUMEROUS SALESMEN(MOSTLY EUROPEAN) WHO APPEAR SATISFIED OR EVEN ELATED WITH CONTACTS AND CONTRACTS THEY ARE MAKING. SALES OF CONSUMER ITEMS IN GENERAL ARE MOST POPULAR, WITH CHILDREN'S WEAR AND SOAP/ COSMETIC ITEMS AMONG THE LEADERS.

2. BACKDROP AND EXPLANATION FOR THIS ACTIVITY IS UNUSUALLY STRONG (FOR A DEVELOPING COUNTRY) HARD CURRENCY POSITION OF YARG WHICH IS A FUNCTION OF EXPATRIATE WORKERS REMITTANCES (\$600-650 MILLION IN FY 76 - MORE THAN JORDAN, FOR CONTRAST). THERE IS MONEY TO SPEND, LIFE THAT IS LOCALLY PRODUCED TO SPEND IT ON, AND BOTH BUSINESSMEN AND GOVERNMENT OFFICIALS ARE TALKING OF NEARLY 100 PERCENT INCREASE IN IMPORTS THIS YEAR (FROM 500 MILLION TO PERHAPS \$1 BILLION).

UNCLASSIFIED

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PAGE 02 SANA 01011 150854Z

3. THESE HEIGHTS MAY OR MAY NOT BE REACHED, BUT THE POINT IS, THERE IS MONEY TO BE MADE HERE, AND AMERICAN FIRMS DO NOT SEEM TO BE CLAIMING MUCH OF A SHARE. CONTRACTS FOR MAJOR CONSTRUCTION ARE BEGINNING TO GO TO BIDS, CONSUMER GOODS OF ALL TYPES ARE BEING SOLD, AND THE NEED FOR SERVICE INDUSTRY IS ALMOST CRITICAL. WE BELIEVE MOST AMERICAN BUSINESSMEN

TRAVELING TO SAUDI ARABIA OR THE GULF WOULD DO WELL TO  
SPEND A FEW DAYS LOOKING AT THE OPPORTUNITIES IN  
YEMEN.  
SCOTES

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** TRADE OPPORTUNITY REPORTS  
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**TAGS:** BTIO, ETRD, YE  
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**Review Markings:**  
Margaret P. Grafeld  
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